

### Abstract

The invention relates to an interactive fuel dispenser system having a plurality of fuel dispensers operating in conjunction with a local server. Each dispenser generally has two fueling positions, each with a graphical user interface through which a customer  
5 interacts. In contrast with the recent trend in turning fuel dispensers into super computers, applicants' provide a dispenser architecture that need only be sufficient to establish interactivity with a server to create multimedia applications and carry out POS functions with a browser interface. Each fueling position acts as a client of a local server at the fuel station store. In the preferred embodiment, each fueling position client also  
10 may access remote servers connected to the same network in which the fueling position clients and the local server are connected. Preferably, this network is or is connected to the Worldwide Web of the Internet.

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